HERMÈS
PARIS

PRESS RELEASE

Paris, 5 November 2026

HERMÈS UNVEILS ITS RENOVATED AND EXPANDED STORE IN GENEVA, SWITZERLAND, AN INVITATION TO A TIMELESS JOURNEY OF COLOUR IN HARMONY WITH THE LOCAL LANDSCAPE

Hermès is delighted to announce the reopening of its newly expanded and renovated store in Geneva on 5 November 2026. The house has developed special bonds with Switzerland, where its first store outside of France opened in 1947, and where in 2011, the Geneva store relocated to this listed modernist building designed by Swiss architect Marc-Joseph Saugey. The current extended space displays the house's sixteen métiers across six floors. The light, colour and atmosphere of the interiors evolve as the building rises, inspired by Geneva's lake, mountains and skies through the seasons.

The tall, block-like façade in sand tones is lined with a grid of windows that overlook sweeping views of the landscape from every angle. At street level, the windows feature an animated installation by Swiss artist Laura Thiong-Toye, inspired by Hermès' theme for 2026, *Venture beyond*, and the spirit of travel. Opening like a portal to an imaginary world, the display features the house's objects carried by the wind, including a bicycle, silk scarves, handbags and soaring kites.

The entrance welcomes guests into a wide space illustrating the link between the town and nature, using raw tones directly inspired by the city and the building. Set into the floor of the silk universe, the emblematic Faubourg mosaic and signature ex-libris feature soothing grey tones, harmonising with mineral surfaces and ribbed, textured concrete. To the left, the home collections are set against rippled fabric walls, while to the right, bespoke yellow ceramic walls add softness to the perfume and beauty area. In the central space at the back, a preserved staircase retaining concrete details guides visitors upwards. Ahead, a circular opening in the ceiling to the first floor reveals the men's universe in a broad space with textured details and emerald green accents. Continuing up to the second floor, gradients of teal and blue reflect the movement of water in the jewellery and watches area, which merges with the leather goods and equestrian collections to evoke the confluence of two rivers.

Echoing the upward progression of the landscape, the third floor, housing women's ready-to-wear and shoes, radiates with bright sunshine colours, and features a circular carpet mirroring the ceiling recesses carved above. Taking design cues from layered mountain ridges, the upper floors offer 270-degree views of the outdoor scenery, welcoming nature into the space. The pathway culminates on the sixth floor, where a dedicated private space captures the warm, peachy glow of a sunset, abundant with rose tones and wooden marquetry. Throughout the space, visitors will discover special-edition pieces inspired by the local surroundings, including equestrian and leather objects as well as a one-of-a-kind *Arceau Voiliers* watch dial in mother-of-pearl with a miniature painting inspired by a drawing by the Swiss painter Jean-Louis Clerc.

Envisioned by Parisian architecture agency RDAI, the store is defined by tactile surfaces and thoughtful contrasts. Raw materials, oak parquet flooring and finely woven fabrics come together in a nuanced composition. Soft lights accentuate ceiling contours, while leather and marble furnishings round off a space steeped in craftsmanship details.

Curated artworks from the Émile Hermès Collection and the Hermès Collection of Contemporary Photographs strengthen the store's visual story. These feature Franco-Swiss photographer Matthieu Gafsou's *Vieil Emosson, Alpes*, a composition of mountain peaks against a mysterious lake, and photographs by Swiss photographer Arnold Odermatt, who brings us back to the Bernese Oberland in 1993.

Hermès invites loyal clients and new visitors to discover the diversity of its contemporary creations within an immersive and welcoming atmosphere that celebrates Geneva's landscapes and seasonality.

Since 1837, Hermès has remained faithful to its artisan model and its humanist values. The freedom to create, the spirit of innovation, the constant search for beautiful materials, the transmission of savoir-faire of excellence, and the aesthetic of functionality all forge the singularity of Hermès, a house of objects created to last. An independent, family-owned company which encompasses 16 métiers, Hermès is dedicated to keeping the majority of its production in France through its 63 production and training sites and to developing its network of close to 300 stores in 45 countries. The group employs 27,107 people worldwide, including 16,656 in France*. Axel Dumas, a sixth-generation family member, has been Hermès CEO since 2013.
Founded in 2008, the Fondation d'entreprise Hermès supports projects in the areas of artistic creation, education, training and the transmission of savoir-faire, biodiversity, and the preservation of the environment.
* As of 30 June 2026

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Société en commandite par actions (partnership limited by shares) with share capital of €53,840,400.12 – Paris Trade and Company Register no. 572076396